HOTEL ORA + PRIVATE RESIDENCES

Questions and Answers

1. Is occupancy phased, or does the entire building open at the same time?

The Occupancy will be phased as we close the building with buyers. Once the hotel is ready, we will open all units to the public on the same date. It will take us approximately 3 months to deliver all the units to the owners.

2. Does every unit come with a complete full-size appliance package, including range, etc?

We have some small hotel suites that will have apartment-sized appliances. All other unit types will have complete kitchens.

3. What smart technology is being used in the building and in each unit?

Smart thermostat, lighting, locks, and music.

4. What will the ceiling heights be in the condo hotel suites and private residences?

Condo Hotel Suites (floors 18-35) have 10ft floor-to-floor ceiling heights. The first three floors of the private residences (floors 36-38) have 11ft 8" floor-to-floor ceiling heights. The private residences on the top floor (floor 39) have 13ft floor-to-roof ceiling heights.

5. Are balconies included in all units? If not, which ones have them?

All private residences have balconies and some condo hotels. Please refer to floor plans.

6. Is there a business center or day care facility?

There is a business center on the 2nd floor of the hotel and our day care facility is located on the 10th floor of the hotel.

7. What services will the concierge provide?

Restaurants, spa, event and excursions bookings, arranging transportation, package delivery and providing travel and visitor information.

8. What is the pet policy for owners and hotel guests?

We allow dogs up to 22kg.

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9. Are there additional fees for keeping pets in private residences or hotel units?

Nothing for private residences or owners of condo hotel suites. But for hotel guests there will be a pet fee and security deposit

10. Who covers the cost of repairs to common areas?

HOA for common areas for floors 11-39. Hotel floors will be covered by the hotel company.

11. What is the HOA fee and what does it cover?

Condo hotel unit HOA expenses will include building insurance, electricity, water, cable, internet general cleaning and maintenance of HOA common areas. For the Private residences, HOA expenses will include building insurance, water and general cleaning and maintenance of HOA common areas.

12. Any additional insurance requirements for the owners?

Owners should purchase at a minimum a general liability insurance plan to insure any liability claims if something were to happen in their unit.

13. If furniture and fixtures in the units are damaged, who pays for replacements?

The owner of the unit. However, the hotel will take deposits from guests and will attempt to recover any additional costs that are not covered by the deposits.

14. Who pays for sheets, linens, stemware, cookware, etc?

The owner of the unit pays once these items are worn. For damaged items, the hotel operator will deduct from security deposit.

15. Will there be backup generators onsite for power outages?

Yes, but only to maintain elevators, lighting and life safety systems.

16. Will private residences have any additional amenities that hotel guests may not?

All owners will have access to the luxury hotel amenities and membership in our VIP Society Club. This membership gets you guaranteed access to private events, preferred reservations to the restaurants and special pricing.

Questions and Answers

17. Does an owner pay to stay in their unit?

Condo hotel owners can stay in their unit as often as they wish. However, they must pay the daily resort fee if they wish to enjoy the hotel amenity areas on the 10^{th} floor. They also need to pay one cleaning fee to cover the cost of getting the room ready for the next guest. The city currently doesn't have any limits on the number of days an owner can stay in their unit, however these units are indented for overnight accommodations and not for people to use it as their primary residence. The hotel management company will not be responsible for policing the use of the unit by the owners.

18. Any blackout dates for owners?

No.

19. What does an 8% leaseback owner pay to stay in their unit?

Since we now become your tenant, you would be paying the best available rate published online minus 15%. This same discount rate applies to any unit in the building. It is the "friends and family" discounted rate.

20. Are hotel guests charged additional fees beyond room rates (e.g., resort fees)?

Yes, parking and resort fees subject to change based on market rates.

21. Is parking included for private residents and hotel guests?

Condo hotel units receive one included valet spot for their use while staying at the hotel. Private residents will receive one included valet spot for their use while staying at the hotel and an assigned parking spot. For private residents only, additional assigned spots are available for purchase.

22. What is the total number of parking spaces in the building?

593

23. Are there EV charging stations in the parking area?

Yes

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Questions and Answers

24. Will there be valet and self-parking?

Yes

25. Will there be additional storage available for use for hotel guests?

Yes, at a cost. Cost will be determined at that time.

26. Will there be valet and self-parking?

Yes

27. What type of security will the building have?

A full security staff with cameras in the elevators and common areas.

28. How do you describe the Water Street expansion to a potential buyer?

We are steps away from everything that Water Street has to offer. The planned road construction currently underway will take water street to E Whiting St. The project currently has a N Brush St address N Brush Street intersects with E Whiting St. Our intent is to rename N Brush Street to Water St. We are building the same large public realm setbacks as Water Street so that it will appear to have a contiguous look and feel.

29. Can the price of a unit change after it's under contract due to material costs, etc.?

No.

30. Will there be a furniture/deliveries elevator separate from hotel elevators?

We have staff elevators which will handle purchase and sale deliveries for the hotel.

31. Will private residences have access to the same hotel services, such as turn down service, etc as the hotel?

Yes, at a cost. Same cost as condo-hotel owners. Cost of housekeeping, daily resort fee and room service charges would apply for the time they wish to utilize the services of the hotel.

32. Can areas outside of the convention space be rented out for events such as weddings, business functions, etc?

Yes, on a case-by-case basis.

Questions and Answers

33. Who is responsible for pest control in the units and common areas?

HOA

34. Will smoking be prohibited in all rooms? Is the entire building smoke free?

Yes

35. Will the hotel offer pet friendly rooms, and will each unit be required to allow pets in their unit?

Yes, there will be more than enough pet friendly rooms, but some owners may choose to opt out.

36. Will the pool be heated?

Yes

37. Can units be combined to create larger residences?

Yes, on a case-by-case basis.

38. Is on-site car washing available?

Yes. An automobile spa will be located on a hotel garage floor level.

39. Are there plans for a loyalty or rewards program for residents who use hotel services?

Yes. All owners will receive “friends and family” pricing on room and hotel services. They will also receive membership in our VIP club. VIP Club membership is restricted to owners of condohotel suites and private residences.

40. How is noise from hotel operations, such as events or deliveries, mitigated?

We have an acoustical consultant that designed the spaces to meet certain sound attenuation specifications.

41. Are residents given priority access to amenities over hotel guests?

Yes. VIP access to owners.

Questions and Answers

42. Reading the news that some newer buildings in the Miami area are sinking, how are buyers assured this will not potentially happen to ORA?.

Most of those buildings were built in the 70s where they thought the weight of the building can be sufficiently supported by the foundation. New buildings are far better engineered and the bearing is tested before construction even commences and verified at construction to ensure that the building can be properly supported.

43. Will all cash purchases or multiple units receive a discount?

Yes, this will depend on what units they purchase. Early purchasers will receive the biggest discounts.

44. Can we self-manage our condo hotel unit or use an outside manager?

Yes.

45. What is your rental management fee structure?

Our affiliated rental management company will manage your condo hotel suite for 20% of the gross revenue. Owners would be responsible for all other expenses such as housekeeping, maintenance and repairs, linen replacements and property taxes. A General Manager, currently acting as our consultant, will be responsible for hotel operations, hiring and overseeing all his teams, which will ensure that all guests receive the same upscale, luxury hotel experience. Our consultant has the pedigree and experience in managing a luxury brand hotel operation like Hotel Ora.

Questions and Answers

46. How do we know that other hotel units will not receive preferential room revenue or more occupancy?

Our hotel management company will use a reservation system like most other hotels.
Reservations will be assigned at check-in. What happens before the hotel accepts any reservations is that the hotel manager will create room types. A room type is a group of rooms that have similar characteristics—number of occupants, size of suite, view and number of bedrooms. The reservations will then go into the chosen room type that will hold all that available inventory. The system will puzzle together the reservations to reduce/eliminate any “orphan days.” The is referred to in the industry as the system playing a game of “Tetris.” An “orphan day” is when you have 1 or two days that are not booked in between two reservations. These orphan days are very difficult to fill. However, if you don’t assign the rooms until check-in and you allow the system to shuffle around reservations, the net result is improved revenue for everyone and income parity for all the hotel unit owners. If you are interested, at any time you wish, our rental management company will also give you a tour of our system to show you how it works.

47. Will furniture be included?

No. To ensure consistently superior guest experience, Condo Hotel units will be required to purchase furniture packages if they want their unit managed by the affiliated rental management company. The expected furniture packages will cost $18,000 for studios, $24k for one-bedroom units and $31k for two-bedroom suites.

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Questions and Answers

49. Are all the beds King Sized?

Yes, except the studios with 2 queens in one room

50. What protection does the buyer have if the development never gets off the ground, and in what timeframe would their deposits be returned?

We expect to reach our sales milestone by the end of this year if not sooner. If sales cannot be reached in time, then we need to extend the completion date of the project. This requires the buyer to sign an amendment to the contract to extend the completion date (inside completion date.) In a normal market, most savvy investors would hope for a delay, as this would be a great risk/return payout for an investor. The long-term (10-year) compound annual growth rate for room rate appreciation is 7% and they only have 5% of their money invested early on in the investment, which equates to a whopping 140% cash on cash return. We do not plan on taking more than 5% if we don't reach our sales milestone because this money just sits in escrow and can only be used when we get to construction and only for hard construction costs. If the market collapses, purchasers will ask for their money back. In this scenario, we will hold on to the land until the market resurfaces. You get all the upside of 100% of the asset with $0 downside when the money is returned.

51. What kind of quality guarantee does the developer offer? The renderings are beautiful, and everything appears very luxurious. How can we ensure that the project will be constructed and delivered at that same level of quality?

The condo docs have plot plans and a site survey that assures that the developer must build what is on the plans. We also have a finishing schedule that we attached to the purchase contract that describes the type of finishes. We are building a luxury hotel that I feel will be the most contemporary and opulent experience ever seen in Tampa. I feel as many industry pundits do, that our buyers will receive a brand premium over the 5-star hotel down the street. This is the only opportunity purchasers have to purchase a luxury hotel suite in the best submarket of Tampa. Tampa keeps blowing away tourism numbers every month and according to the city, this area is missing over 220,000 rooms per annum.Purchasers also get a statutory warranty with their unit.

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Questions and Answers

52. What kind of cushion does the developer have built into their construction timeline for project completion? And if the developer takes longer than promised, what protection does the buyer retain?

The developer has an extra year beyond the expected completion date which is very typical in a construction project of this size. The construction timeline is 35 months and we expect to be completed in January 2029 with the delivery of units commencing on February 2029. If I cannot start construction in Q1 of 2029, we would need to approach the buyers and give them the option outlined in answer #1. We would not go into construction without having this cushion nor would our lender allow us to go into construction without this amount of "cushion." The developer has always finished his previous projects on time or ahead of schedule.

53. Are there caps on annual or multi-year HOA increases?

No, there are no caps on HOA increases. It's important to note that the HOA budget operates as a non-profit. Additionally, the developer has implemented a vertical subdivision, meaning that the costs associated with hotel amenities and services are not included in the condominium association's property. As a result, our HOA fees are significantly lower compared to other condo hotels and will remain so indefinitely. In fact, for all the condo hotels you've sold, our fees are 50% to 66% lower than the competition, which often combines hotel costs with those of the association. I've ensured this is established in the HOA documents, so it cannot change going forward.

54. How are amenities and reserves structured?

As mentioned above, the structure alleviates the need for a reserve study due to the unique setup.

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Questions and Answers

55. Is there a reserve study or planned capital improvement fund?

To clarify, the condo association will comply with all requirements. However, the hotel aspect significantly reduces costs that would otherwise be borne by the owners. We continue to hold 30% of the inventory's value, ensuring that we can manage costs effectively. Our operations are akin to a five-star hotel, led by a manager with a proven track record, currently overseeing a five-star hotel in Chicago. This management approach guarantees income parity for all owners within the same room type. We also provide a fully transparent portal where owners can track their relative performance. Over any meaningful time frame, they typically see nearly identical income. Our system assigns rooms at check-in based on which unit has generated the least income during that period. Between the reservation and check-in, our system optimizes bookings to enhance revenue for all owners.

56. Is Ora Society Membership Transferable?

The ORA membership is transferable exclusively with the UNIT.

57. Is Hotel Ora affiliated with a major hotel brand?

ORA is set to partner with one of the top three hotel brands (Hyatt, Marriott, or Hilton) to provide access to their loyal membership platform. Currently, ORA is leaning towards Hyatt, but we will provide updates once the decision is finalized. This partnership will grant us access to over 100 million members, boosting our occupancy levels.

58. Does the developer carry a surety bond, and what assurances can you provide to the buyer regarding the timely completion of the development?

The developers have secured a Guaranteed Maximun Price (GMP) contract from the GC along with all necessary permits, will-serve letters from utility providers, clean soil reports, and soil bearing capacity tests. Additionally, a fully funded construction loan is in place before the start of construction

To further mitigate risk, all subcontractors with contracts over $400k are covered by SubGuard Insurance (performance bonds), ensuring timely delivery and adherence to fixed pricing. Escrow funds are only utilized at this stage and strictly for hard construction costs. All critical components, including entitlements and pre-construction requirements, have been thoroughly addressed. There are no outstanding concerns.

59. There’s still some uncertainty regarding the operational side of the management model.

These rates stated in the HVS table are for starting room types and not premium room types that will command more revenue. This is the reason why the financial projection prepared by a commercial realtor has the price of the 2-bedroom room listed for the lowest price.

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Questions and Answers

60. We also had a few questions about usage flexibility.

It would be managed by the in-house management company, and they would only charge them the management fee based on the lowest posted rate available for your unit type. However, your family and one level up/down would be able to stay for free (parents, siblings, and children).

61. In a similar sense, could units be rented for longer stays — say, 30 days — particularly during low season when that might make sense?

Yes, the city ordinances do not prohibit longer stays. We have flexibility in terms of the length of stay. If the guest is known, they would charge 15% on the lowest posted rate unless family member.

62. We also wanted to confirm whether the purchase contract provides any protection in the event of a builder's default or failure to secure financing.

Yes, deposit money is held in escrow and can only be used for hard construction costs (no land, salaries, marketing, or soft costs are permitted to be used). When we go to construction, we already have a fully funded construction loan, a guaranteed maximum price contract with the builder, which includes contingency and standard escalation provisions.)

63. Additionally, does the management team have prior experience operating luxury five-star properties, or will they be partnering with an experienced operator?

Yes, our consultant for hotel operations currently manages a 5-star hotel in Chicago and will be hired to become our GM/CEO of hotel operations. We will be operating the hotel as a 5-star hotel to ensure we get 5-star income.

64. Couldn't find in the emails the names of the other properties that were built by the developer in Clearwater. Can you share that again?

Below is a link to our webinar that lists all three properties, along with the other property in Clearwater Beach currently under development. Webinar Construction Update on CW Hotel

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Questions and Answers

65. **Regarding the sinking fund, is that 4% amount meant to be personally reserved by the owner as a recommendation, or is it an actual payment to be collected and managed by the HOA or another entity?**

It is to be personally reserved by the owner and should be more than sufficient to cover any of these forward expenses. In our opinion, they made all these numbers very conservative.

66. **For housekeeping, the estimate listed is 2.5% of the purchase price.**

This cost was calculated using tourism data to determine the average length of stay. From there, they were able to calculate the check-in/check-out and daily cleaning costs. It worked out to 1.61% of the purchase price. To make this more conservative. 2.5% was used. It is conservative